

Message Text

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PAGE 01 MONTER 00310 022329Z

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ACTION COME-00

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FM AMCONSUL MONTERREY

TO SECSTATE WASHDC 1739

INFO AMEMBASSY MEXICO

AMCONSUL GUADALAJARA

UNCLAS MONTERREY 0310

E.O. 11652: N/A

TAGS: BEXP, BTRD, MX, US

SUBJ: IOGA TRADE MISSION: GEORGIA TRADE TREK VI

REF: STATE'S 272093 AND 044292

1. AN ABBREVIATED GEORGIA TRADE MISSION (STATE GOVERNMENT OFFICERS ALLEN AND WHITE, AND BUSINESSMEN TAYLOR, DEAN, SCHOERNER AND PHILLIPS) ARRIVED MONTERREY ON SUNDAY, APRIL 27. GROUP HAD BEEN PRECEDED BY BUSINESS PARTICIPANT JOEL SINKULE WHO LEFT MISSION IN MEXICO CITY TO COME DIRECTLY TO MONTERREY FOR HIS APPOINTMENTS ON APRIL 24 AND 25 WHICH CONGEN HAD RESCHEDULED AT HIS REQUEST.

2. ACTIVITIES HERE INCLUDED KICK-OFF BRIEFING BREAKFAST ON APRIL 28 WHICH WAS DEVOTED TO EXPLANATION OF COMMERCIAL, INDUSTRIAL AND AGRICULTURAL IMPORTANCE OF NORTHEASTERN MEXICO AND OPPORTUNITIES FOR U.S. BUSINESS IN THE AREA. SOME FIFTY APPOINTMENTS WITH BUSINESS CONTACTS WERE SCHEDULED DURING THE MISSION'S TWO DAY STAY. CONSUL GENERAL HOSTED A WELL-ATTENDED RECEPTION AT OFFICIAL RESIDENCE EVENING OF APRIL 28 WHICH GAVE VISITORS OPPORTUNITY TO MEET SOCIALLY WITH THEIR CONTACTS, AND TO SPEAK WITH OFFICIALS OF FOREIGN TRADE ASSOCIATION, MANUFACTURERS ASSOCIATION, CAMARA NACIONAL DE COMERCIO, AMERICAN CHAMBER OF COMMERCE OF MONTERREY, AND OTHER BUSINESS ORGANIZATIONS. NUEVO LEON CATTLE RANCHERS ASSOCIATION HOSTED GEORGIANS AT A DINNER AND TOUR OF EXPO 75 (NUEVO LEON'S ANNUAL INDUSTRY AND LIVESTOCK EXHIBITION)

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EVENING OF APRIL 29. MISSION DEPARTED APRIL 30 FOR RETURN TO

U.S., EXCEPT FOR SCHOERNER WHO REMAINED IN MEXICO TO FOLLOW-UP WITH SEVERAL CONTACTS.

3. MISSION COORDINATOR AND PARTICIPANTS WERE VERY PLEASED WITH CONTACTS DEVELOPED AS RESULT OF APPOINTMENTS AND ACTIVITIES ARRANGED FOR THEM. BOTH SINKULE AND DEAN HAVE ALREADY COMMUNICATED WITH CONGEN BY TELEPHONE FROM ATLANTA IN IMMEDIATE FOLLOW-UP WORK ON NEGOTIATIONS COMMENCED DURING MISSION'S VISIT. SUCCESS OF THIS IOGA EFFORT IN MONTERREY IS DUE TO SOLID ADVANCE WORK BY COORDINATOR WHITE, EXCELLENT PERFORMANCE BY ALMA GONZALEZ (-BILINGUAL SECRETARY HIRED BY MISSION TO MAKE SCHEDULED APPOINTMENTS AND WORK WITH MISSION DURING VISIT) AND SUPPORT BY BPAO WHICH ENSURED GOOD PRESS AND TV COVERAGE PRIOR TO MISSION'S ARRIVAL AND DURING THEIR STAY HERE.
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